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9-2014

# JRNL 427.01: Advanced Photojournalism and Multimedia Projects

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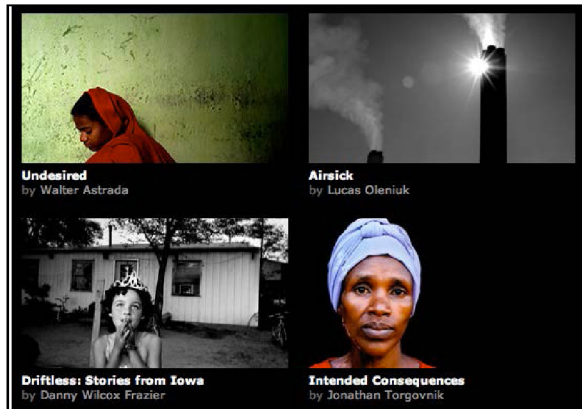
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# J427 Multimedia Projects Fall 2014

T/TH 12:40-2:00 p.m. • Rooms DAH 306

|   |   |
|---|---|
|  | <p>Professor      Jeremy Lurgio<br/>Office   DAH 434<br/>Telephone     243-2601<br/>Office Hours W, 9:30-11, TH 2 – 3:30<br/>                 or by appointment<br/>E-mail   jeremy.lurgio@umontana.edu</p> <p>“ The question is not what you look at, but<br/>                 what you see.”      <i>Duane Michaels</i></p> |
|---|---|

## COURSE DESCRIPTION AND CLASS STRUCTURE

J427 is designed primarily as a workshop class. We will discuss your projects in group and individual critiques. Lectures, slideshows, student presentations and reading assignments will provide background and inspiration. We will discuss photographers with a variety of multimedia styles. We will explore different approaches to multimedia storytelling. You will refine your shooting style and ability to tell compelling stories in compelling ways.

You will create multimedia stories using still photographs, words, audio, video and graphics. You'll need appropriate text and captions for your projects.

## COURSE OUTCOMES

- To successfully complete various photographic multimedia projects
- To add at least one high-quality project to your portfolio that will help prepare you for the job market
- To learn to generate ideas and conduct research
- To continue to develop a personal style and ethical photographic philosophy
- To strengthen your passion for taking pictures
- To implement appropriate tools and technology for multimedia storytelling
- To think critically and creatively with regards to storytelling

## READINGS

You will have weekly assignments to watch various multimedia projects as well as read articles about the field. These will be posted on Moodle.

Readings may be provided as handouts. For additional information, you may find the following books helpful: *Videojournalism: Multimedia Storytelling*, Ken Kobre

*Lessons In Death And Life* by Dave LaBelle, *Truth Needs No Ally* by Howard Chapnick, *Final Cut Pro 7 Visual QuickStart Guide* by Lisa Breneis and *Final Cut Pro 7* by Diana Weynand.

## DEADLINES

Deadlines are absolute. Don't be late. You will be entering a profession where this is a requirement for continued employment. If you don't meet deadlines now, you may not be successful in the workplace. Any late will be reduced by **2 LETTER GRADES** for each day it's late.

All assignments, unless noted, are due in the appropriate folder on the professors' one hour before class (11:40 a.m.). All proposals and written assignments due in Moodle at 11:40 am.

#### ATTENDANCE

Regular and timely attendance is crucial in this class. You will be responsible for material covered in your absence, and your assignments will still be due at their scheduled times. Class attendance is required. If you don't show up for work, you can get fired. If you don't show up for class you lose points. If you need an excused absence, you are required to notify me *before* the class you are going to miss. We are working on some professional publication work that need input from all of the class.

#### CLASSROOM PARTICIPATION

Good ideas can get lost without the ability to sell them to skeptical editors. This class is an opportunity for you to learn how to articulate your ideas when it comes to multimedia stories. It is also a chance to be part of the larger editorial discussion on projects.

#### CLASS MATERIALS AND EQUIPMENT

You may use any professional DSLR camera or video camera. It should be appropriate for your subject and your presentation. ***You will need CF cards and an external hard drive*** (preferably 500 gig or bigger, RPM speed of 5400 or faster, and firewire 800. USB2.0 at the least.)

Video cameras are available for checkout on a limited basis. We have HD digital cameras and HD SLRS. Wireless Mics and a couple of hot shoe mics are also available for checkout but you will need to supply AA batteries or AAA batteries.

#### SUBMISSION OF ASSIGNMENTS

When dropping assignments in the server, use the following naming protocol:  
yourLASTname\_story1.mov, yourLASTname\_story2.mov, or yourLASTname\_proposal1.doc.

#### AFTER HOURS ACCESS

Enrollment in this class grants you after-hours access to Don Anderson Hall. If you are a pro-program student your code from last year will be reactivated. Your Griz Card will be activated for the outside door. Codes will remain active until the last day of the semester.

#### CELL PHONES & TEXT MESSAGING

If you bring your cell phone to class it must be in the off position. No text messaging allowed in class. If you are discovered text messaging you will receive a zero for that day – that includes any assignment that may be due that day. The same is true for doing any work not related to class on any computer.

## GRADING

Grading will be based on accumulated points. Each project will be graded on your photography (both still and video,) audio, reporting, production and design. Please see final page of syllabus for deadline and points breakdown.

## GRADING SCALE

|     |            |     |               |
|-----|------------|-----|---------------|
| A   | 93 to 100% | C   | 73 to 77%     |
| A - | 90 to 92%  | C - | 70 to 72%     |
| B+  | 88 to 89%  | D+  | 68 to 69%     |
| B   | 83 to 87%  | D   | 63 to 67%     |
| B - | 80 to 82%  | D - | 60 to 62%     |
| C + | 78 to 79%  | F   | 59% and below |

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Extra credit: Enter NPPA clip contest or other approved contest. Print off entry confirmation.

## STORY PROPOSAL DEADLINES

If you have an idea before the deadline just type it up and turn it in for early approval.

## LENGTH OF MAIN MULTIMEDIA PROJECT ASSIGNMENTS (100 POINTS EACH)

Story 1            Centanarian Story/ Portraits and Multimedia  
2 minutes  
Stills, audio and video interview

Story #2           Event Story – all video  
2 to 3 minutes

Story #3           Multimedia Feature story  
3 - 5 minutes  
Still, audio, video, graphics, etc.

Exercises(10 Points each): Multimedia examples, Shooting ideas and characters, Transition examples

Assignments(20 Points each): Audio Arc, Audio Soundscape, Partner Interview, Sequence, Final Project Proposals, Event story proposals, Sense of Place, TimeLapse sequence

Project Updates(20 points each) – Centenarian portrait/multimedia update, Final Project Narrative Draft, Final Project Draft

## EDITING GROUPS

The class will be divided into groups for video exercises and other projects.

## EQUIPMENT CHECKOUT

Many of you will need to check out audio and video gear. Equipment checkout allows you to check out gear for a 24-hour period. Plan accordingly.

Equipment checkout will be closed on Labor Day (Sept. 2), Veterans Day (Nov. 11) and during Thanksgiving break between (Nov. 27 – 29). Equipment checkout begins on Weds. August 28.

Equipment checkout begins on Weds. Jan. 30.

ALL equipment must be returned by May 9 BY NOON, or a hold will be placed on our final grade and you will be charged the full replacement value of the equipment.

We will discuss our equipment checkout policy, in detail, in class.

#### STUDENTS WITH DISABILITIES

If you have a disability that you feel affects your performance in this class, please come see me and we'll create the right work environment for you. Please see [www.umd.edu/dss](http://www.umd.edu/dss) for details.

#### ACADEMIC HONESTY

All work turned in for this class must be your own. Failure to comply with this and you will be assigned an F for your final grade. It is expected that you shoot all new work for this class. Any act of academic dishonesty will result in referral to the proper university authorities or disciplinary action. Students must be familiar with the conduct code.

\*\*\* read carefully

You may not submit for this course any assignment that has previously, or will be concurrently, submitted for another class, unless you receive prior approval from the professor for this course. To do so without permission will result in an F for the assignment.

#### CONTESTS TO ENTER FOR BONUS POINTS!

##### HEARST ENTRIES

Hearst Photojournalism and Multimedia

- a. Hearst website for submission details. [http://hearstfdn.org/hearst\\_journalism/](http://hearstfdn.org/hearst_journalism/)

##### CPOY

COLLEGE PHOTOGRAPHER OF THE YEAR.- [cpoy.org](http://cpoy.org)

##### GORDON PARKS INTERNATIONAL PHOTOGRAPHIC COMPETITION

<http://www.gordonparkscenter.org>

##### NATIONAL NPPA WEB SITE

[www.nppa.org](http://www.nppa.org)

##### SOUTHERN SHORT COURSE

[www. www.southernshortcourse.com/index.cfm](http://www.southernshortcourse.com/index.cfm)

##### ATLANTA PHOTOJOURNALISM CONTEST

<http://www.photojournalism.org/>

## SCHEDULE OF CLASS TOPICS & ASSIGNMENT DUE DATES –

NOTE: The following list of topics and assignments is subject to change with notice.

| Week     | Class topics  | Assignment Due  |
|----------|---|---|
| <b>1</b> |   |   |
| Aug. 26  | Review syllabus, Equipment check out, after-hours<br>Equip – 1 TB hard drives 5400 RPM at least<br>Centanarian Project (view, discuss)<br>MM - Project Set up/ Media Storm<br><i>Assign: Story 1 – Preliminary research, Multimedia story example,<br/>Watch The Boy Who Harnessed the Wind</i> |   |
| Aug. 28  | What is Multimedia?<br>The Boy Who Harnessed the Wind – Discussion<br>Telling stories - Story Formulas - Narrative Arc<br>Centenarian check in  | <b>Multimedia story example<br/>with one-page discussion of what<br/>is multimedia</b><br>put URL in word doc<br>label it lastname_mm.doc |
| <b>2</b> |   |   |
| Sept. 2  | GROUP PROJECT RESEARCH<br>AND DEVELOPMENT I<br>Meet with Adv. Video<br><br>Finding and evaluating stories, successful MM stories(1 in 8 million)<br><i>Assign Audio Arc story</i>   | <b>Due: Centanarian<br/>shooting ideas and characters</b>   |
| Sept 4   | GROUP PROJECT RESEARCH<br>AND DEVELOPMENT II<br>Meet with Adv. Video/Producing schedule<br><br>Multimedia Reporting: Audio narrative,<br>Understanding the five W's and Story Boarding<br>Dissect – Two Dads piece     Horton Story   |   |
| <b>3</b> |   |   |
| Sept. 9  | GROUP PROJECT – Field shoot and set up <b>Bring Gear with YOU</b><br>Shooting portraits – lighting, composition, approach and consistency<br>Critique Audio Arc Story<br>Story follow up  | <b>Audio Arc story</b>  |
| Sept. 11 | SHOOTING VIDEO I – the CAMERA<br>HDSLR video Pros and Cons Workflow<br>Microphones, tripods, accessories, audio recorders<br>Achieving good results ---- HD SLRs and FCP  | <b>Bring Gear with YOU</b>  |

|               |  |   |
|---------------|--|---|
| Sept. 16      | SHOOTING VIDEO II<br>– INTERVIEWS & AUDIO<br>Conducting an interview and camera set up<br>Basic of lighting and composition<br>Audio - Wireless Mics<br><b>SECURE CAMERAS &amp; LIGHTS</b><br><i>Assign Partner Interviews</i>   |   |
| Sept. 16,     | Open Lab for FCPFCP LAB<br>Capture and editing digital video<br>HD SLR and FCP<br>Sub-clipping ,organizing timeline, exporting project   | Tuesda? night – 7 – 9 PM<br><b>(Have partner interview<br/>footage ready to edit)</b> |
| Sept. 18      | Critique Partner Interview<br>Exemplary Examples: Lighting and Interviews<br>Audio Soundscapes<br><i>Assign Audio Soundscape</i>   | <b>Partner Interview</b>  |
| 5<br>Sept. 23 | SHOOTING VIDEO III – Power of sequencing<br>Video shooting techniques and sequencing<br>Five Shots sequence<br><i>Assign: Event Story proposals and Sequence</i><br><br>Stills and audio:<br>Sound or pictures first<br>Shooting pics to audio<br>Shooting sequences like a videographer (bicycle sequences) |   |
| Sept. 25      | Critique Audio Soundscape<br>Editing Video stories<br>Editing sequences, editing interview<br>Verbal narrative & Visual Narrative<br>Deconstructing Multimedia: Intros, Transitions  | <b>Audio Soundscape</b>   |
| 6<br>Sept 30  | Critique Sequences   | <b>Sequence Due</b>   |
| Oct. 2        | Groups show transition examples<br>Story Production<br>Focused approach, Character Development<br>Fair and balanced, Hooks, Literal and figurative story telling<br>Types of cuts, Pacing<br>Steps from storyboard to sequence cuts to final cut   | <b>Transition Examples</b>  |

Oct. 7                      Final Project Pitches                      **Final Project Proposals**

Oct. 9                      Event Story & Sense of Place                      **Story 2 Proposal – Event**  
Student Examples – Sense of Place & Event Stories  
*Assign: Sense of Place*  
*Event Video story – Due 48 hours after event*

**8**

Oct. 14 Group Centenarian Photo Edit                      **Centenarian Images(5-10)**

Oct. 16                      Critique Centenarian Multimedia project                      **Centenarian Multimedia**  
One-on-one meetings with Jeremy and your teammate

**9**

Oct. 21 Ethics in video and audio  
Video shooting techniques /story techniques II  
Deconstructing multimedia – Story development and pacing  
Music and Music rights

Oct. 23 Critique Sense of Place                      **Sense of Place**  
Critique Centenarian                      **Centenarian**

Oct                      Hearst News and Features Due                      **Hearst News and Features**

**10**

Oct. 28 Shooting successful timelapse sequences

Oct. 30 Writing a script - using voice over or text  
Writing Text for Multimedia Projects

**11**

Nov. 4                      Production Techniques  
Graphics & Type  
Alternate production techniques  
Thinking about packaging stories  
Post production: toning video, audio production, music

Nov. 6                      **Critique Event Story**                      **Due Event Story**  
**Critique Time Lapse**                      **Time Lapse Due**



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Nov. 11      One-on-one Final Project Narrative Draft      **Fin. Project/Narrative Draft**

Nov. 13      TBA – Centenarian Website Work???... project work, check in

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Nov. 18      Long Form Multimedia projects (shoot projects)

Nov. 20      One-on-one meetings with Jeremy      **Story 3 - Final Draft**

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Nov. 25      TBA

Nov. 27      Thanksgiving Day – Gobble Gobble – no class

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Dec. 2      Workshop Final Projects

Dec. 4      Final Work Centenarian Project  
Last thoughts  
Evaluations

***Finals Week Dec. 9 Tuesday 320-520***  
***Critique Final Projects***

**All equipment due Monday Dec. 8, by noon.**

If you do not return equipment by this date you will be charged replacement cost of said equipment, plus you will receive an Incomplete in your class until you pay in full for that equipment.